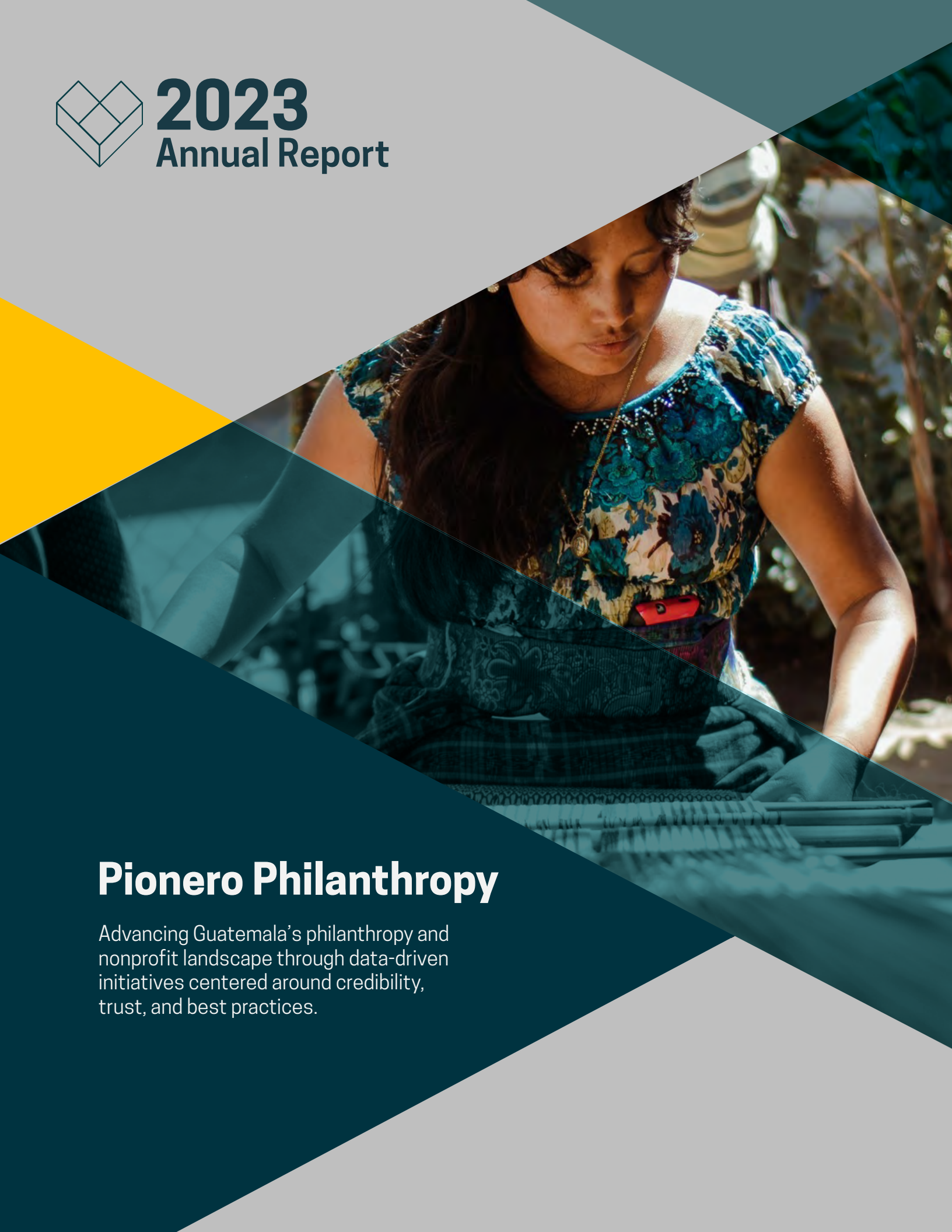




2023 Annual Report



Pionero Philanthropy

Advancing Guatemala's philanthropy and nonprofit landscape through data-driven initiatives centered around credibility, trust, and best practices.



Dear Supporters,

As we reflect on the achievements of 2023, it is with great pleasure that I share with you the milestones and successes of **Pionero Philanthropy** over the past year.

Throughout 2023, Pionero Philanthropy experienced significant growth and development. We welcomed new memberships, forged valuable collaborations, and implemented key internal enhancements that have strengthened our operational capabilities.

A notable highlight of the year was our continued consultancy partnership with the Lutheran Immigration and Relief Service (LIRS). We provided comprehensive support in developing strategic frameworks, including log frame strategies, OKRs, and other essential planning tools. Additionally, we facilitated their inaugural donor trip to Guatemala, among other critical processes.

In furthering our commitment to knowledge sharing, we hosted a successful in-person workshop at Sophos Bookshop on creating nonprofit organizations. The workshop garnered enthusiastic feedback, leading us to expand our educational initiatives. By year-end, we launched Pionero Academia, a formal branch aimed at offering additional courses to diversify our income streams.

Another significant achievement was the attendance of our founder, Harriette Rothwell, at the WINGS Philanthropy Conference in Nairobi, Kenya. This opportunity enabled Pionero to engage with a global network of philanthropic organizations, fostering invaluable partnerships.

Additionally, we were commissioned by WINGS to conduct a pre-mapping project of the philanthropy support ecosystem in Honduras and Guatemala. Our findings were presented at the Central America Donors Forum in Costa Rica, contributing to meaningful discussions within the philanthropic community.

Furthermore, we initiated a pilot project with four nonprofit organizations to explore incentives for completing our evaluation process. This collaborative effort with the Guatemalan Board of Nonprofits yielded promising results, reinforcing our commitment to enhancing organizational effectiveness through structured evaluation systems.

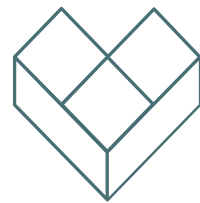
Looking ahead to 2024, our focus remains on building upon these successes. We aim to formalize our incentives program for nonprofits and establish robust systems to support organizations in Guatemala, ensuring operational efficiency and sustainable impact.

Thank you for your unwavering support and dedication to our mission. Together, we look forward to another year of progress and meaningful contributions to the philanthropic landscape.

Warm regards,



Harriette Rothwell
Founder & Director



OUR MISSION, VISION AND VALUES



MISSION

Advancing Guatemala's philanthropy & nonprofit landscape through data-driven initiatives centered around credibility, trust, and best practices.



VISION

Guatemala's flourishing Philanthropy and nonprofit landscape is a cornerstone of enduring societal progress.



VALUES

- Sustainability, Transparency, Efficiency, Impact & Relevance
- Trustworthy, reliable & accurate expertise
- Innovative & bold
- Locally engaged & culturally competent
- Ethical
- Professional
- Meaningful Memberships



The Team



Harriette Rothwell
Executive Director & US Board Member

Zita Tangel
Head of Communications

Cindy Del Valle
Graphic Designer

Web Developers
Soluciones UN



US Board Members

Adam Dolle
Harriette Rothwell



Guatemala Board Members

Aury Míncez
Daniel Alvarez
Rodrigo Fresse
Pablo Renato Estrada
Javier Alvarez



Strategic Advisers

Irannis Mejías
Estefania Palomino
Jarlath O'Hara

|CONSULTANCY CLIENTS

LUTHERAN IMMIGRATION & REFUGEE SERVICE (LIRS):

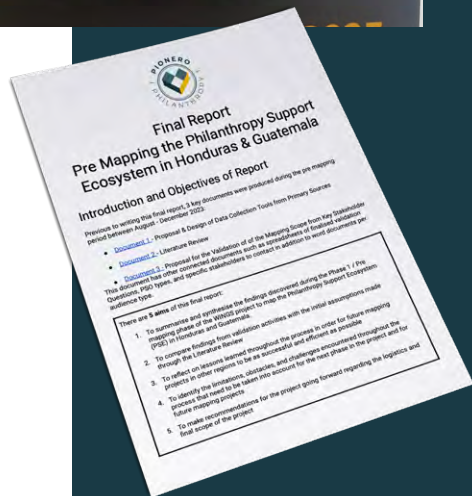
In 2023, Pionero Philanthropy continued to provide its consultancy services for the Lutheran Immigration and Refugee Service (LIRS). Key tasks throughout the year included training and strategy sessions with new team members, the recruitment of up to seven team members, organizing a key donor trip with the leadership team, the board, and major donors. Additionally, we developed strategic objectives, standard operating procedures, and other essential documents and conducted thorough research.



WINGS:

WINGS is a network of philanthropy development and support organizations dedicated to maximizing philanthropy's potential as a catalyst for social progress. In 2024, WINGS contracted Pionero Philanthropy to assist with the pre-mapping phase of research, including literature review, data collection, and tool design. Additionally, Pionero supported a session on philanthropy at the Central America Donors Forum in Costa Rica in September 2023. This collaboration provided an excellent opportunity for Pionero Philanthropy to leverage its expertise in the philanthropy sector and was a highly rewarding experience.

Furthermore, Pionero Philanthropy was honored to receive an invitation and funding to attend the WINGS Forum, a philanthropy conference hosted by WINGS in Nairobi, Kenya. This event offered a wonderful opportunity for Pionero Philanthropy's founder, Harriette Rothwell, to network with other professionals in the philanthropy sector from around the world.



PIONERO ACADEMY:

In March 2023, we conducted five in-person sessions at Sophos Bookshop in Guatemala City for the course “**How to Create a Nonprofit Organization in Guatemala.**” The sessions attracted 11 participants and received excellent feedback. Building on this success, we decided to formalize the course into an Academy. By the end of 2023, we planned to offer in 2024 an independent online course, managed by Pionero Philanthropy, eliminating the need to pay fees to third parties.



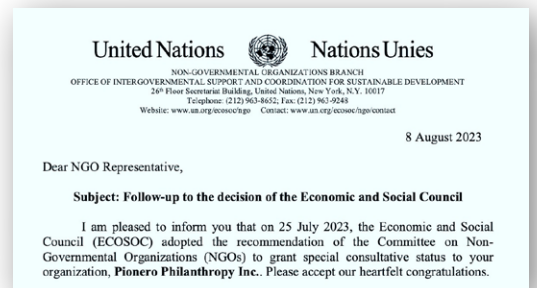
PILOT INCENTIVES PROGRAM:

In 2023, we launched a pilot program to test the hypothesis that incentivizing small nonprofits to undergo our evaluation process would improve completion rates. We had been facing challenges in ensuring nonprofits completed the full evaluation and believed that offering incentives, such as guaranteed donations, would motivate them to finish the process. The Guatemala board played a significant role in designing this program. By the end of the year, four organizations were successfully selected, evaluated, and visited from start to finish, demonstrating that an incentives program is crucial for the success of Pionero's membership and data quality. We plan to extend and formalize this incentives program in 2024, making it available to all current and new members.



ECOSOC STATUS:

In July 2023 Pionero Philanthropy was granted Special consultative status by the UN Economic and social Council (ECOSOC). Consultative status with ECOSOC offers NGOs key practical benefits, such as: UN ground passes for their representatives, and the ability to physically enter conference rooms, and interact with diplomats and UN staff. We are excited to use the status in future and to become more involved in UN related affairs.



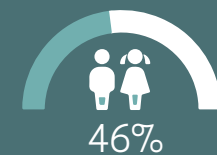
ABOUT GUATEMALA

Guatemala endured a 36-year civil war with the conflict lasting from 1960 to 1996, eroding Guatemala's weak institutions, its capacity to provide services and other public goods, and deepening inequality and widening the gap between rural and indigenous people. 9 out of 10 indigenous inhabitants in rural areas of Guatemala live in poverty, and over one million inhabitants in Guatemala's western highland rural areas do not have access to electricity.

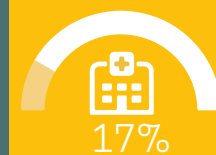
More migrants from Guatemala than from anywhere else are trying to cross the border into the US. By investing in Guatemala you can be part of the solution through creating better opportunities for Guatemalans so they can stay in their home country.

9 WE WORK WITH NONPROFITS THAT ADDRESS NINE CRUCIAL NEED AREAS

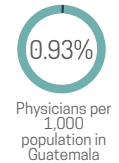
18 NPO'S WORKING ON HEALTH ISSUE



Of the children under 5 years suffer of chronic malnutrition in Guatemala



Guatemala only has 44 public hospitals part of its public health system, which only covers 17% of the population

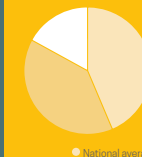


Physicians per 1,000 population in Guatemala

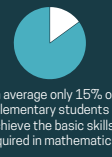
33 NPO'S WORKING ON EDUCATION ISSUES



Rural Guatemalans have an on average only 3.7 years of study.
USA average is 12.4 years of study.



Indigenous women have 2.1 years less education than the national average



29 NPO'S WORKING WITH YOUTH & CHILDREN



According to UNICEF, half of Guatemalan children are stunted



The infant mortality rates in Guatemala are directly associated with poverty levels



The number of incarcerated youth in Guatemala is between 150 and 200 minors per month

14 NPO'S WORKING IN COMMUNITY DEVELOPMENT

47%



While the population continues to grow, drinking water and sanitation infrastructure remains insufficient. Sanitation coverage at the national level is estimated at only 47%

59%



Between 2011 and 2016, poverty actually increased by 5.6 percentage points, to 59.3% of the total population



Guatemala has extreme poverty, malnutrition and maternal-child mortality rates, especially in rural and indigenous areas

15 NPO'S WORKING WITH WOMEN & GIRLS



In 2013 maternal mortality was 113.4 deaths per 100,000 live births.

Of these deaths, 68% were indigenous women
42% were illiterate women



On average four women - adults and girls - disappear every day in Guatemala



Only 2% of the municipalities in the country are run by women

4 NPO'S WORKING IN ENVIRONMENT CONSERVATION

Guatemala is among the ten countries in the world most affected by extreme weather events and geophysical hazards that affect crops and food security in rural areas

Guatemala is permanently threatened with a high danger due to river, urban and coastal floods, earthquakes, landslides, tsunamis, volcanic eruption, cyclones, extreme heat and forest fires

The recent eruption of the Volcán de Fuego has impacted the lives of thousands of people and several months after the disaster almost 8,000 people are living in temporary shelters

3 NPO'S WORKING IN ANIMAL WELFARE



Guatemala has a Animal Welfare and Protection Law which includes anti-cruelty provisions and protections for wildlife, companion animals, animals used in research, and animals used in circuses



The implementation of the Animal Welfare law has several challenges, including the dissemination of the law so that it is known, and implementation of the law



The time it takes for authorities to investigate a case and a lack of technical skills can mean preventable animal suffering or deaths

7 NPO'S WORKING IN HUMAN RIGHTS

Guatemala suffers from high levels of impunity, unreasonably long delays due to excessive use of motions by criminal defendants, and corruption

Journalists and other human rights defenders are often targets of harassment and threats

In September 2017, the Guatemalan Congress voted to reduce the maximum penalty for campaign finance crimes to 10 years and to allow prison sentences of 10 years or less to be commuted to monetary fines

0 NPO'S WORKING IN CRIME ISSUES

Guatemala is one of the most violent countries in the world, it is ranked fifth for the highest homicide rates in Latin America and the Caribbean

Guatemala has an index of 32 homicides per 100,000 inhabitants, and there were 5,384 violent deaths in 2017

Migrants from Guatemala flee violence, forced gang recruitment, and extortion, as well as poverty and lack of opportunity



WHAT WE DO

There is a disconnect between donors, information seekers and Central America nonprofits due to a lack of reliable information about nonprofits in Central America, fears of corruption, doubts about nonprofit validity, and the language barrier. Additionally, smaller nonprofits have a lack of visibility and foreign exposure due to their low resources.

Pionero Philanthropy bridges this gap by evaluating nonprofits and creating an environment where donors can invest with full confidence and assurance that donations will be used for the purposes for which they are given. We provide the transparency, visibility and credibility that is needed to stimulate confidence and informed decisions. We have created a database of nonprofits built on an academically and experientially backed methodology that is contextually relevant and impartially applied.



CONSULTANCY SERVICES

Pionero Philanthropy's consultancy services center around capitalizing on its wealth of knowledge on the Guatemalan nonprofit sector and best nonprofit management practices.

We use our insights and knowledge supported by our data to support individuals and organizations in personalized consultancy assignments.

Areas of expertise include:

- Identifying Strategic Partners in Guatemala.
- Establishing Monitoring and Evaluation Systems.
- Nonprofit Strategic Planning
- Nonprofit Registration in Guatemala.
- Establishing Nonprofit Management Systems
- Trainings and Capacity Buildings on Nonprofit Management



Data Services



Member Nonprofit Data Reports

Our Guatemalan nonprofit database provides access to detailed information on our Member nonprofits that work in nine crucial theme areas: **Health, Education, Women, Community Development, Human Rights, Animal Welfare, Youth & Children, Security, Environment & Conservation**. We currently have around 45 Member nonprofits located across the country.

Nonprofits that have passed through our evaluation process are considered member nonprofits. This means that they have completed our evaluation process which includes a site visit by our team to verify certain information.

Pionero Philanthropy only recommends member organizations given the comprehensive process that each organization has gone through to become certified. The information in these reports is a lot more extensive compared to the non-member organization reports.

Once purchased, a client receives a PDF report for the selected member nonprofit.



Pionero Philanthropy compiles an individual report for each Member nonprofit with 88 data points on the organization including:

- The nonprofit's mission
- A summary of current programs
- A description of how the nonprofit meets each of Pionero Philanthropy's 5 Pillars.
- A rating score based on our evaluation criteria derived from 50 academic best practices
- The organization's specific funding needs.



Non-Member Nonprofit Data Reports

Most of the organizations in our database are what we classify as Non-members. This means that they haven't completed our evaluation process. This could be for a variety of reasons such as; ineligibility, they are going through the evaluation process, or they haven't heard of Pionero yet! All these organizations, regardless of their status, have been researched by our data team.

Those wishing to purchase information on these organizations select which organizations they are interested in and then purchase the information through our website. The client then receives an excel (xls) file with each row containing the information for each nonmember nonprofit.

With almost 9,000 organizations that meet our definition of a nonprofit represented, our database provides access to organized clean data covering over 30 data points per organization including:

- Nonprofit location
- Online presence
- Recent activity
- Foundation date
- Budget Size
- Membership status and reasoning
- Theme area
- Religious affiliation or faith
- Tax registration
- Government funding
- 5 Pillar Evaluation score of Member nonprofits
- Demographic information



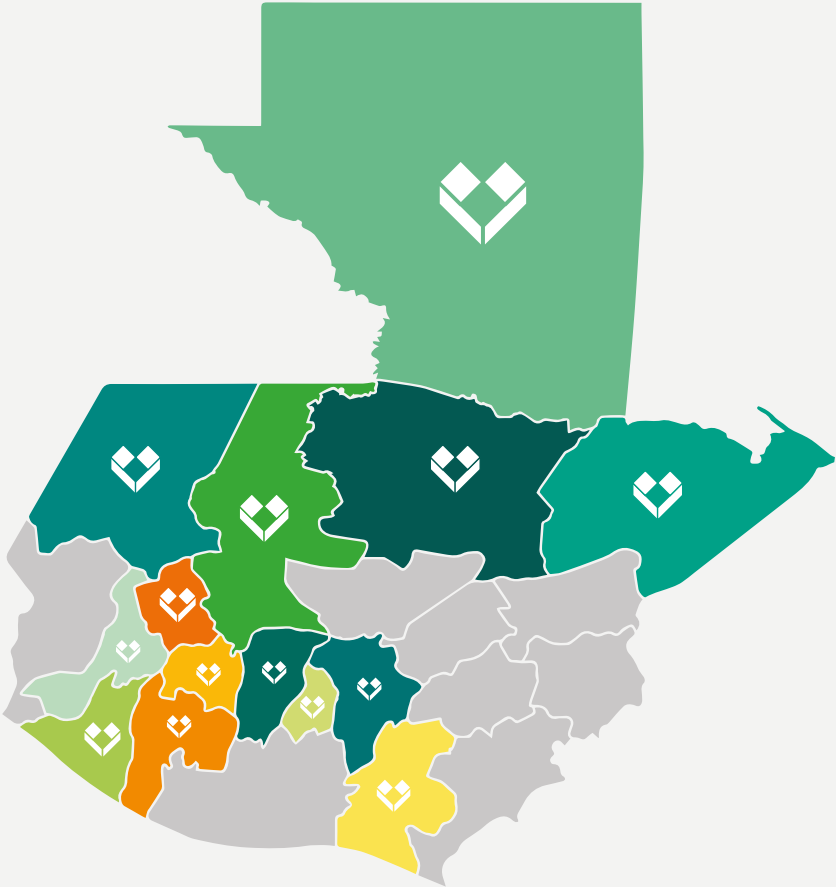


Demographic Information

Our Guatemalan nonprofit database not only contains information about the organizations themselves but also the environment in which they are situated. With statistical data of **114 indicators**, our database showcases departmental demographics as they pertain to the developmental theme areas.

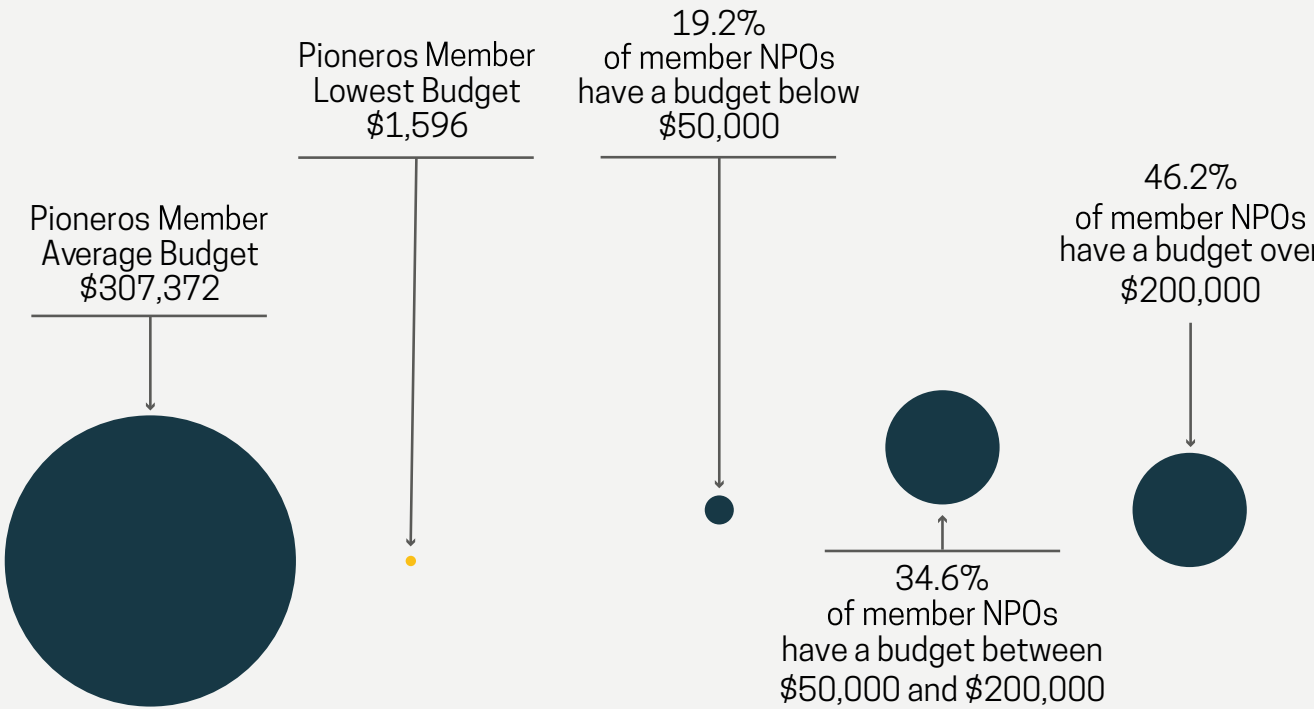
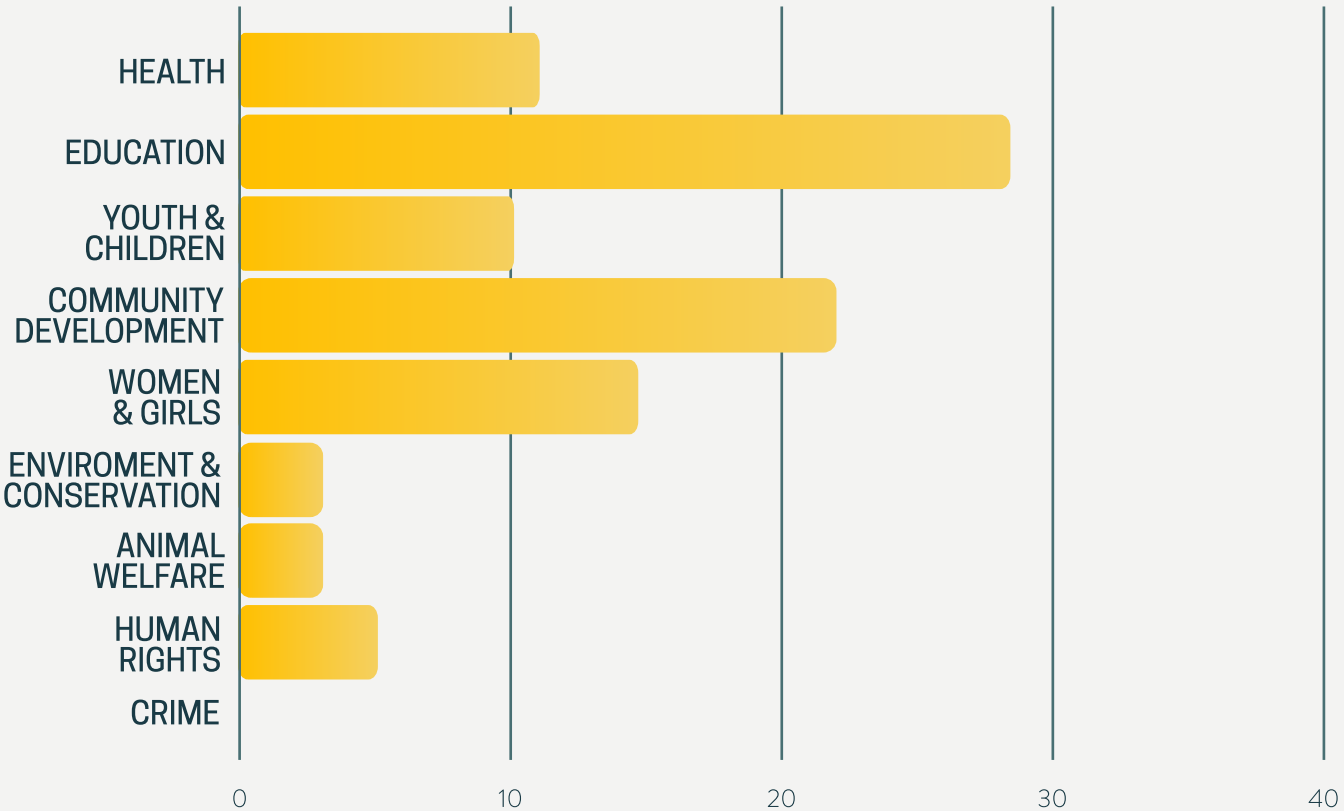
We have collated demographic data for all **22 departments in Guatemala** which can be purchased as a downloadable and editable spreadsheet.

MEMBER NPO LOCATIONS



- Alta Verapaz: San Cristóbal
- Chimaltenango: Tecpán, San Juan Comalapa, Patzún, San Andres Itzapa
- Guatemala: Ciudad de Guatemala
- Huehuetenango: Chiantla
- Izabal: Río Tatin, Livingston
- Petén: Reserva de Biosphere Maya, Poptún
- Quetzaltenango: Quetzaltenango, San Martín Sacatepéquez
- Quiché: Santa Cruz del Quiché, Chajul, Nebaj
- Retalhuleu: San Andrés Villa Seca
- Sacatepéquez: Antigua, Ciudad Vieja, San Juan Alotenango, Jocotenango, San Antonio Aguas Calientes, San Miguel Dueñas, Sumpango, Santiago Sacatepéquez
- Santa Rosa: Hawaii
- Sololá: Panajachel, San Juan La Laguna, San Marcos La Laguna, Santa Cruz La Laguna, Santiago Atitlán
- Suchitepéquez: Chocolá
- Totonicapán: Momostenango

ISSUE AREAS





FINANCIALS

We are registered as an incorporated nonprofit in Florida under the name **Pionero Philanthropy Inc.** Many of our Member nonprofits are not registered as s501c3 nonprofits as they are small local Guatemalan nonprofits. However, we understand that US donors often seek a tax exemption for their donations and in this regard, we can act as a fiscal sponsor for those nonprofits who aren't registered in the US.

Despite being registered as a Guatemalan non-profit also in 2023 we did not have a bank account open so for 2023 there is no financial information.

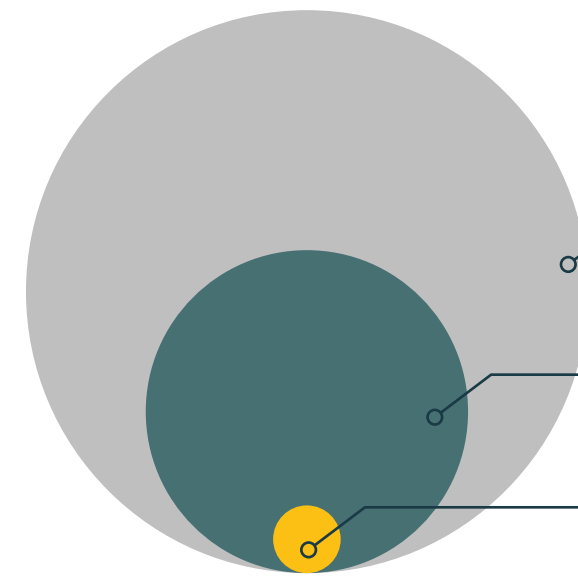


2023 EXPENSES



2023 Operating Budget: \$12,284.

2023's budget was lower than the previous year due to large expenses such as website redesign and data team updates not taking place.



Programs 65%

Administrative 25%

Fundraising 10%





2024 Strategic Goals

Pionero Philanthropy has ambitious strategic objectives for 2024, reflecting our commitment to strengthening both the philanthropy and nonprofit sectors in Guatemala. These objectives are aligned with our revised vision and mission statement.

Firstly, we will place a greater emphasis on fortifying the philanthropy sector alongside the nonprofit sector. Secondly, we plan to expand our incentives program to better engage current members and attract new organizations. We are excited to welcome new members into our network, fostering a collaborative and supportive environment.

Furthermore, we will formalize the launch of Pionero Philanthropy's affiliate independent program, establishing the Pionero Academy as a standalone program under our umbrella. This academy aims to generate income, contributing to our financial sustainability. We also intend to link the academy to the nonprofits undergoing our evaluations, enabling these organizations to continue learning and enhancing their best practices.



In addition, we aim to publish an academic paper demonstrating our hypothesis that a thriving philanthropy and nonprofit landscape is essential for sustained social progress. We hope to collaborate with one or several universities on this publication.

We also plan to create and implement effective and efficient accounting systems across both the United States and Guatemala. Alongside these initiatives, we will continue to provide our consultancy and data services, ensuring our support for the nonprofit sector remains robust and impactful.

Overall, **2024** promises to be a transformative year for Pionero Philanthropy, marked by **growth**, **innovation**, and a **deepened commitment** to our mission.





Contact us:

info@pionerophilanthropy.org

www.pionerophilanthropy.org

